



City Manager's Office
City of Frisco, Texas

Memorandum

To: Board of Directors, Frisco Community Development Corporation

Cc: George A. Purefoy, City Manager

From: Ron Patterson, Assistant City Manager

Date: 06/14/2010

Agenda Caption: Consider and act upon approval of the naming for the Community Development Corporation's building located at 8004 Dallas Parkway.

Action Requested:

Adoption of a name for the facility owned by the FCDC located at 8004 North Dallas Parkway.

Background Information:

You will recall that at your meeting of May 20, 2010 staff presented the Board with an extensive list of suggested names for the facility which were derived from the Board and others. The Board chose to eliminate a number of the presented names leaving the top seven (7).

At that point it was decided that staff would compile the list of seven names and email them to each of you on the Board. I completed that task asking each Board Member to rank the names from one (1) to seven (7) with one being the highest preference and seven being lowest. Each member then emailed me their individual ranking without sending it to the other members of the Board. I compiled the results into the attached "Building Naming Matrix" with the name receiving the lowest total score from among all scored being the top choice.

As you review this document you will note the top three choices were very close in overall score with the remainder being significantly separated. Due to the resulting scores it would be staff's recommendation the Board consider the top three names for a final decision. However, the process you chose is use is entirely up to you.

It is important to note that in order to meet ordering and fabrication timelines it is essential to select a facility name at this meeting.

Alternatives:

NA

Financial Considerations:

NA

Legal Review:

NA

Supporting Documents:

Excel spreadsheet – FCDC Building Naming Matrix

Staff Recommendation:

Staff recommends making a final naming decision at this meeting.